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VIGNETTES

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The Agricultural Trade and Marketing Information Center Newsletter

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Appalachian Export Center For Hardwoods (APEX) West Virginia University

The Appalachian Export Center For Hardwoods (APEX) serves as a center for information and research to help improve the worth of the Appalachian region, in terms of its human, financial, and natural resources through increased exports of its naturally abundant hardwoods.

The Center has three primary program areas of research, outreach, and education. The programs focus on the dual nature of global trade by emphasizing both domestic and international services. On the domestic front, the Center has an active education program developed to enhance the competitiveness of the Appalachian region's human resources. Through outreach activities such as workshops, multi-state seminars, and publications, APEX staffers provide tools of exporting and export market information to the hardwood industry.

Internationally, APEX pursues strategic market information in order to keep the U.S. hardwood producers abreast of current trends and developments. The Center networks and cooperates with both associa-

tions and local and federal government agencies to avoid overlap, and to maximize the combined agency resources. APEX funds international market research among cooperating universities and private firms throughout the Appalachian region. It also provides workshops and conferences that are jointly organized by APEX and other agencies.

APEX's mission is to continue to assist the U.S. hardwood industry in its gradual shift to higher value-added exports.

For more information about APEX outreach programs, export assistance, and accomplishments contact: Dr. W. Ramsay Smith, Director, Appalachian Export Center for Hardwoods West Virginia University, 4000 Hampton Center, Suite B, P.O. BOX 6061, Morgantown, WV 26506-6061. Tel: (304) 293-7577, FAX: (304) 293-7579

(Information about APEX was provided by Dr. W. Ramsey Smith)

International Trade Audio Cassettes Available

Audio cassettes on doing business in Australia, France, Germany, Great Britain, Indonesia, Japan, Korea, Malaysia, Mexico, Philippines, Scandinavia, Singapore, The Soviet Union and Thailand are available through interlibrary loan from The National Agricultural Library.

The audio cassettes, which are

about forty minutes long, cover "the latest perspectives on business, as well as the social and cultural environment in the country of one's interest, such as: How to get things started, initial contact, the first meeting, how to get things done, negotiating, decision makers and decision making, reaching an agreement, connections, how to facilitate mutual un-

derstanding, dress, manners, titles, the perception of space, women in business, social contact and entertainment, image enhancers and taboos. Also included is a "Booklet of Essential Facts" with background information on the government, people, economy, history and useful addresses."

(continued on page 2)



ATMIC, NAL, Room 304
Beltsville, Maryland 20705-2351

Phone: (301) 344-3509
Or (301) 344-3704

Audio Cassettes

(continued from page 1)

The audio cassettes can be purchased from: International Cultural Enterprises, Inc., P.O. Box 1038, Evanston, IL 60204; tel: 1-800-626-2772. Cost \$12.95 per cassette plus handling and shipping.

To request any of these cassettes on interlibrary loan from the National Agricultural Library, you must first contact your local or State libraries for availability. Ask the librarian to initiate an interlibrary loan if the item is not available locally. Send requests to: USDA, National Agricultural Library, Document Delivery Services Branch, ILL 6th Floor, Beltsville, MD 20705-2351.

The Agricultural Trade and Marketing Information Center does not handle interlibrary loan requests.

Videos Available

"Global Business and Trade: Your Own Import-Export Business" is a live workshop presented by Dr. Carl A. Nelson who is an international trade specialist. The video comes on two 120- minute VHS tapes available for \$59.95 from: Global Business and Trade, 1385 Don Carlos Court, Chula Vista, CA 91910.

"Cooperatives: Partners in Trade" is a presentation to encourage foreign buyers to consider products processed or marketed by U.S. farmer-owned cooperatives. This 1987 color video is available on 1/2 inch VHS tape for \$15.00 from: USDA, Agricultural Cooperative Service, P.O. Box 96576, Washington, DC 20090-6576.

Items of Interest

Danube Basin Conference

The American Embassy and the American Chamber of Commerce in Austria are hosting the second annual **American Business Opportunities** in the Danube Basin Conference in Vienna, June 1-2, 1992.

The conference will include presentations on doing business in Eastern Europe, and individual country workshops to develop specific matches between the U.S. participants and prospective partners in Bulgaria, Czechoslovakia, Hungary, Poland, and Romania.

For more information contact the Conference Hot Line in the United States at 1-800-333-0097, or see *Business America*, April 20, 1992, p.23.

World Trade Week - 1992

The World Trade Week in Maryland will be held May 18-22, 1992. The World Trade Center Institute and the Mid-Atlantic Council of International Organizations are coordinating the event.

The activities will include seminars, trade shows, tours, and receptions. Topics featured include: Doing Business in Eastern Europe; The European Integration 1992; Business Opportunities in Canada; Foreign Trade Zones: Enhancing the Competitiveness of Maryland's International Business; Business Opportunities in the Caribbean; and Minority Entrepreneurship: Opportunities in Africa.

For more information on World Trade Week, contact: Dennis C. Murphy, President and Chief Executive Officer, Prince George's County Economic Development Corporation, 9200 Basil Court, Suite 200, Landover, MD. Tel: (301) 386-5600, FAX: (301) 386-5607 .

Directories

- The *1991-1992 U.S. - Asia Pacific Directory* is now available in book or diskette format.

The directory describes key international/ regional personnel, products, services, specific country interest, and SIC codes.

The cost for the hard copy is \$250.00. The diskette version costs \$850.00.

For ordering information contact: North American Communications, 1377 K Street, NW, Suite 663, Washington, DC 20005. Tel: (202) 544-3238.

- The *Directory of American Firms, Subsidiaries, and Branches in Spain* contains the names, addresses, telephone and FAX numbers, and names of managing directors of 460 majority-owned U.S. subsidiaries in Spain and is cross-referenced by product sector.

The directory is available from: U.S. and Foreign Commercial Service, American Consulate General, Barcelona PSC 64, APO AE 09646

Cost \$40.00 per copy, payable by check to "U.S. Treasury."

- The *1991 U.S. East European Trade Directory*, edited by William Loiry, provides American business with the contact and methods for starting or increasing their exports and dealings with East European nations. The directory is divided into two sections. Part one: American resources including information on consultants and trading companies, American law firms, U.S. government contacts, financing, shipping, information sources, research centers, and trade groups. Part two: Individual nations - covers information on resources to aid in exporting, and lists private groups and contact organizations that are involved with joint ventures and business projects.

Available from: Global Trade Books, 1730 K Street, NW, Suite 304, Washington, DC 20006. Cost \$34.95

Other Publications/Reports/Guides

- *Intellectual Property Handbook*.

A quick reference guide to what corporate executives and counsel should know about patent, trademark, copyright, and related areas of law. Prepared by Morgan, Lewis and Bockius, Counselors at Law. 1992, 117 p.

If you would like a copy, contact Angela Irby at (202) 467-7379 or send your written request to: Stacy E. West, Esq. Director of Client Relations, Morgan, Lewis and Bockius, 2000 One Logan Square, Philadelphia, PA 19103

- *Global Success: International Business Tactics for the 1990's*, by Carl A. Nelson. 1991.

Covers such topics as: How to break through cul-

tural barriers, with a country-by-country list of cultural do's and don'ts; how to develop strategic international marketing plans; how to form overseas business partnerships and alliances; and how to do business in the new market economies of Eastern Europe.

Available from Tab Books, Inc., a Division of McGraw-Hill. Tel: 1-800-822-8138. Cost: \$27.95

- *Import/Export: How to Get Started in International Trade*, by Carl A. Nelson. 1989, 228p.

The book covers information on how to start an import or export project including selecting products, making contacts, doing simple market research, and pricing for profit. Letters of Credit, export licenses and details of starting a business also are covered.

Available from Tab Books, Inc., a Division of McGraw-Hill. Tel: 1-800-822-8138. Cost: \$14.95

- *The European Community and Eastern Europe*, by John Pinder. 1991, 188p. Published by the Royal Institute of International Affairs, London, England.

The author examines the EC internally and in regard to its position and actions with the Eastern European non-member nations.

Available from: Publications Office, Council on Foreign Relations, 58 East 68th Street, New York, N.Y. 10021,. Cost \$14.95

- *Sourcebook of International Trade*, published by Unz and Co., 1991, 199p.

Contains information on the documentation necessary for international trade and exporting.

Available from: Unz & Co., 190 Baldwin Avenue, Jersey City, N.J. 07306, cost \$95.00

- *Working in the Persian Gulf*, by Blythe Cameson. 1991, 142p.

Serves as a guide for those Western professionals who seek to work and live in the Middle East. Provides details of everyday life and coping with the cultural and social differences, and tips on how to make the most of your living and working experiences abroad.

Available from: Desert Diamond Books, P.O. Box 9580, Coral Springs, Florida 33075. Cost \$16.95

- *Taking on the World*, prepared by the SEDA-Council of Governments, Lewisburg, PA. September 1989, 69p.

A 72-page guide to developing a regional export assistance program.

Available from SEDA-Council of Governments, Timberhaven R.D.1, Lewisburg, PA 17837 or call Cassandra Ghinos at (717) 524-4491.

- *When in Rome, a Business Guide to Cultures and Customs in 12 European Countries*, by John More. 1990, 208p.

Describes EC business organization and structure, managerial styles, political aspects, and regional and national cultural and social aspects; European perceptions of American business people, and American expectations when exporting to Europe.

Available from: AMACOM, 135 West 50th Street, New York, N.Y. 10020. Cost \$16.95

- *Latecomer's Guide to the New Europe: Doing Business in Central Europe*, by Lynne Hall, AMA Management Briefing. 1992, 95p.

This study focuses on the development of the new Europe, which includes both the EC as it will be in 1992 and the East/West integration initiatives now taking place.

Available from: AMA Membership Publications Division, 135 50th Street, New York, N.Y. 10020. Cost \$15.00

General Accounting Office (GAO) Publications

The following publications may be ordered from: GAO, P.O. Box 6015, Gaithersburg, MD 20877, or call (202) 275-6241, or FAX: (303) 258-4066. The first copy is free; additional copies cost \$2.00 each.

- "Small Business: Problems in Restructuring SBA's Minority Business Development Programs," RCED Publication no. 92-68, January 31, 1992

- "Federal Research: Small Business Innovation Research Shows Success, but Can Be Strengthened," RCED Publication no. 92-37, March 30, 1992

Foreign Agricultural Service (FAS) Publications

For information on ordering FAS materials listed below, contact: FAS Information Division, Room 4638 South Bldg., U.S. Department of Agriculture, Washington, DC. 20250-1000. Tel: (202) 720-9444, FAX: (202) 690-0350

- "Calendar of U.S. Agricultural Trade Shows, 1992," 32p.

Covers Trade Shows on: Food, Beverage, Restaurant, and Hotel; Forest Products; Grain, Feed, and Pulses; Oilseeds and Products; Horticultural Products; Dairy, Livestock, Poultry, and Fish; General Agricultural and Other; and State Fairs.

- "Japanese Business Etiquette & Protocol," FAS Staff Paper 1-91, May 1991, 5p. Prepared for the U.S. Agricultural Trade Office, Tokyo by Epistat International, Inc.

Provides an introduction to effective business relations with the Japanese.

- "The Japanese Market for Vending Machine Food and Beverage Products," FAS Staff Paper 14-91, August 1991, 67p. Prepared for the U.S. Agricultural Trade Office, Tokyo by Epistat International, Inc.

Covers such topics as: Market introduction; market assessment; market competition; market access; and trade development opportunities.

- "Mexican Market for U.S. Meat and Processed Food Products," FAS Staff Paper 11-91, July 1991, 28p. Prepared for the Agricultural Affairs Office, U.S. Embassy Mexico City by Jay Wasserman, Strategy Consultant.

Describes Mexican importation, trade relations and distribution of high value U.S. processed foods, frozen foods and meat products.

Newsletters

- *Mexico/Caribbean Newsletters* contains two newsletters:

“Mexico Business Monthly” covers information on investment opportunities; agriculture; manufacturing; banking and finance; construction; commerce; transport; tourism; energy; trade leads; calendar of events, including trade shows and conferences.

“Caribbean Update” covers information about investment opportunities; statistical data on trade; manufacturing; agribusiness; conferences; major loans and grants; business acquisitions; and changes in key personnel.

Both newsletters are available from:
Mexico/Caribbean Newsletters, 52 Maple Ave.,
Maplewood, N.J. 07040, Tel: (201) 762-1565,
FAX: (201) 762-9585. Cost: One subscription
\$150.00 per year

- *Latin American Newsletters* covers the entire region. It provides economic, business, and commodity information on Latin America, and contains an in-depth analysis report on one of the five key regions of Latin America such as: “Southern Cone Report,” “Mexico and Central America Report,” “Brazil Report,” “Andean Group Report,” and “Caribbean Report.”

Available from: Letters (UK) Ltd., 61 Old Street, London EC1V 9HX, United Kingdom. Introductory trial subscription Cost: \$96.00 (ten weeks).

- *The Beef Brief* covers issues and trends in the cattle industry. The publication is free upon request from: The National Cattlemen's Association, 5420 S. Quebec Street, P.O. Box 3469, Englewood, CO 80155. Tel: (303) 694-0305

(Please note: Listing of publications does not imply recommendation or endorsement by the U.S. Department of Agriculture over others not mentioned).

Information Products Available from ATMIC

The Agricultural Trade and Marketing Information Center (ATMIC) distributes the following “information products” free on request. To request copies, contact: ATMIC, National Agricultural Library, Room 304, 10301 Baltimore Blvd., Beltsville, MD 20705-2351. Tel: (301) 504-5509 or (301) 504-5704

Back issues of *Vignettes* (August 1991, November 1991, February 1992, May 1992) are also available.

Fact Sheet

North American Free Trade Agreement (NAFTA), Mexico-United States-Canada Trade Accord, March 1992

Agri-Topics:

AT 91-01: *Do's and Don't's in Doing Business Overseas*, October 1990

Quick Bibliographies:

QB 92-07: *Agriculture and Trade Policy in Latin America January 1987 - September 1991*, November 1991

QB 92-01: *Marketing of Horticultural Products January 1986 - August 1991*, October 1991

QB 91-128: *Agribusiness: 1980's and 1990's Perspective January 1985 - May 1991*, July 1991

QB 91-92: *African Economic Development January 1988 - December 1990*, May 1991

QB 91-71: *Forest Products Exports January 1980 - December 1990*, April 1991

QB 91-11: *Japan's Agricultural Marketing and Trade January 1988 - August 1990*, October 1990

QB 91-10: *U.S. Farm Policy January 1989 - August 1990*, October 1990 (updates QB 88-59)

QB 91-09: *G.A.T.T. and Global Agriculture January 1989 - August 1990*, October 1990

Special Reference Briefs:

Directory of Export and Trade Assistance, November 1991. Updates SRB 89-03.

SRB 92-01: *Eastern Europe: Going Global*, October 1991

SRB 91-01: *Countertrade or Barter*, October 1990 (updates SRB 88-01)

SRB 90-05: *The Meat Industry*, April 1990

SRB 90-01: *The Republic of Turkey*, October 1989

Conferences/Meetings/Trade Shows

First European Conference on Grain Legumes. June 1-4, 1992. Paris, France. Contact: Conference on Grain Legumes, UNIP, 12, Avenue George V, 75008 Paris, France.

9th Annual Cereal and Bread Congress. June 1-5, 1992. Paris, France. Contact: AACC Headquarters, 3340 Pilot Knob Rd., St. Paul, MN 55121. Tel: (612) 454-7250

International Dairy-Deli-Bakery Association Annual Seminar and Expo. June 7-9, 1992. New Orleans, LA. Contact: International Dairy-Deli-Bakery Association, 313 Price Place. Suite 202, P.O. Box 5501, Madison, WI 53705-0501. Tel: (608) 238-7908

Michigan Food Processors Association Annual Meeting. June 7-9, 1992. Shanty Creek Schuss Mountain, Bellaire, MI. Contact: Carl Landis, Executive Director, Michigan Food Processors Association, P.O. Box 1827, Holland, MI 49422-1827. Tel: (616) 396-4315

Indiana Flower Growers Annual Conference. June 21-23, 1992. Airport Hilton Inn, Indianapolis, IN. Contact: P. Allen Hammer, secretary-treasurer, 1165 Horticulture Department, Purdue University, West Lafayette, IN 47907-1165. Tel: (317) 494-1335

International Herb Growers and Marketers Association Conference. July 9-12, 1992. Fort Worth, TX. Contact: Edward Sygar, Jr. IHGMA, 1202 Allanson Road, Mundelein, IL 60060. Tel: (708) 566-4566

Society for Nutrition Education Annual Meeting. July 14-18, 1992. Washington, DC. Contact: Darlene Lansing, Executive Director, Society for Nutrition Education, 2001 Killbrew Drive, Suite 340, Minneapolis, MN 55425-1882

Trade Shows

For information on the 4 trade shows below, and for additional information on all Foreign Agricultural Service (FAS) trade shows, contact: Trade Show Office, Foreign Agricultural Service, U.S. Department of Agriculture, RM 4939 South Bldg, 14th and Independence Ave., SW, Washington, DC, 20250-1000. Tel: (202) 720-7417, FAX: (202) 690-4374

- U.S. Food Festival'92. July 1992. Mexico City, Mexico

- 3rd Seoul-American Food Fair. Sep 2-4, 1992. Seoul, Korea
- American Food Fair'92. Sep 8-10, 1992. Hong Kong. An optional trade mission to Bangkok, Thailand will immediately follow this trade fair.
- SIAL'92. Oct 25-29, 1992. Parc Des Expositions, France

International Center for Companies of the Food Trade and Industry. June 7-10, 1992. Amsterdam, Netherlands. Contact: CIES, 61 Quai d'Orsay, F-75007 Paris, France. Tel: (331) 47 05 48 43; FAX: (331) 45 51 59 83

Moscow Farmers and Agricultural Equipment. June 20-26, 1992. Moscow, Russia. Contact: USSR Country Desk Officer, U.S. Dept. of Commerce. Tel: (202) 377-4655

Zambia International Trade Fair. July 1-7, 1992. Ndola, Zambia. Contact: Ms. Necia L. Quast, Economic/Commercial Officer, U.S. Embassy, P.O. Box 31617, Lusaka, Zambia. Tel: 260-01-228595, FAX: 260-01-251578

International Cattle and Agro-Industry Fair. Mid-July, 1992. Asuncion, Paraguay. Contact: Asociacion Rural del Paraguay, Calle Antequera 651, Asuncion, Paraguay.

Food Service '92. Aug 9-12, 1992. Auckland, New Zealand. Contact: New Zealand Country Desk Officer, U.S. Dept. of Commerce. Tel: (202) 377-3647

Harare Agricultural Show. Aug 24-29, 1992. Harare, Zimbabwe. Contact: Zimbabwe Country Desk Officer, U.S. Dept. of Commerce. Tel: (202) 377-5148

Mozambique International Trade Fair. Aug 28-Sep 6, 1992. Maputo, Mozambique. Contact: Mozambique Country Desk Officer, U.S. Dept. of Commerce. Tel: (202) 377-5148

Damascus International Fair. Late Aug/Mid Sep. Damascus, Syria. Contact: American Embassy, 2 Al Mansour Str, Abou Roumaneh, P.O. Box 29, Damascus, Syria. Tel: (963) (11) 332814/332315/714108, FAX: (963) (11) 718687